
How to Post on

`http://thedishonscience.stanford.edu/`

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March 8, 2016

1 SHORT VERSION

Make a Markdown version of your article named “post.md”, put all your images in a “images” folder in the same directory, copy the file `http://thedishonscience.stanford.edu/documents/minimal-example/post_info.json`, and fill in the fields, so you get a folder that looks like Figure 4.1.

Zip it all up and send it to the Editor. If you want to be fancy, make sure to include versions of your article’s main picture in 3:1, 2:1, and 1:1 aspect ratios using the relevant fields of “post_info.json”.

2 WHAT CAN GO IN MY ARTICLE?

The Dish on Science is a Stanford graduate student blogging group. As a Stanford graduate student group, we must adhere to Stanford’s “Computer and Network Usage Policy”. In short, this means that in your official writing for the Dish:

1. DO NOT expose anyone’s online identity.
2. DO NOT use The Dish to advocate for yourself or a business you know, even in passing.
3. DO NOT explicitly advocate for any political group.
4. DO NOT violate copyright law (see Section 3 below for details).

As long as you keep to the simplified guidelines above and maintain a professional tone, we should not have any problems. If in doubt, however, consult the full university policy at `https://adminguide.stanford.edu/chapter-6/subchapter-2/policy-6-2-1`.

3 COPYRIGHT LAW

This is fairly easy to summarize. If you didn't make it, and it is not both from a credible source and explicitly marked as free for reuse, then you have to ask the person that owns it for permission to use it. Don't assume that something marked free for reuse at sketchy.illegalwebsite.wut is actually legitimately free for reuse. Besides saying explicitly somewhere that you're free to reproduce it, the most common way a content creator will give you legal rights to reuse something is to mark it as being under a Creative Commons license or as being "public domain".

In particular, this means that if you want to reproduce a figure from a journal, you invariably **must** ask permission from the copyright holder. This is usually the journal, but you can find out for sure by searching either the PDF or the webpage of the article for a Copyright notice for the article and seeing who the copyright is assigned to. Do not mistake the article being available from a separate site as meaning that it is okay to steal pictures from it. Many good, well-meaning blogs have been sued for exactly this practice.

As an important aside, realize that this document is not legally binding in any way and its author is not a lawyer, so please use your own best judgement as necessary to obey all relevant laws and regulations.

4 HOW TO FORMAT A POST

The Dish's website is maintained by the Website Administrator, and the Editor in Chief is in charge of managing timely submission of articles to the site, per their duties as outlined in the constitution. A large part of the uploading is automated to both ensure consistency of design across the site and to minimize the extra work that has to be done by the Editor. As such, we ask that all posts follow the following format *exactly*.

A minimal, correct example article as the Editor will expect to receive it can be found at <http://thedishonscience.stanford.edu/documents/minimal-example-post>. A analogous post that leverages all optional features of the website that are available without special requests can be found at <http://thedishonscience.stanford.edu/documents/maximal-example-post>. In places where this document is ambiguous, these examples should serve as an official reference.

For an article with desired URL <http://thedishonscience.stanford.edu/posts/post-name-url>, the folder structure in Figure 4.1 is required. The editor will expect to receive a single file, `post-url-name.zip`, with the entire contents of `post-url-name` folder.

The `post_info.json` and `post.md` files must have **exactly those names**. The image files can be called anything, as long as they're correctly linked to in the article, but the folder containing them must be called `images`. See Section 4.2.2 for how to correctly link to your images.

For advanced users only: for full control of the article using custom HTML, CSS, or JavaScript, simply include a your own `post.html` in the top level `post-url-name` directory. This will prevent the server from attempting to compile one for you from `post.md`. You may assume that the webserver has read-only access to arbitrary subdirectories of your post directory.

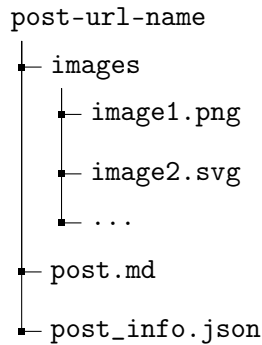


Figure 4.1: Post folder structure guidelines.

4.1 HOW TO MAKE `post_info.json`

Please see the examples mentioned above for how to format the file. If what exactly should be changed or updated is not clear to you, the file is in the very popular JSON file format, which is well explained in various places on the web, such as <http://www.xul.fr/ajax-javascript-json.html>.

In what follows, all image links should be made relative to the article directory. More explicitly, please use

`"./images/image-file-name.png"`

filling in the correct filename and extension (`.svg`, `.jpg`, etc.) each time a link to an image file is required.

The required fields are:

- *Post Title* ("title"): Must be below 200 characters.
- *Post URL* ("url_title"): Must be below 200 characters. Must be all lowercase letters and words should be separated by single hyphens (i.e. the "-" character, ASCII character 0x2D). Do not use spaces in the post URL.
- *Main Post Image* ("five_by_two_image_src"): A link to the main image that will be displayed alongside links to the article and at the top of the article. This image will look best if made with an aspect ratio of 5:2 width to height, at least 300px of height, and at least 800px of width. A stock example can be found at <http://thedishonscience.stanford.edu/images/placeholder-5to2.jpg>.
- *Post "Blurb"* ("blurb"): A short, sub-sentence-long description of what the article is about. If you want your article to have a subtitle, this is the most appropriate place.
- *Post Description* ("description"): A short paragraph that will be displayed beneath your article's image when listing articles. This should be your call to action, and after reading this, a visitor to the site should want to click on your article to read more. The

text “(Click to read more...)” will be automatically included after this description, so do not include it yourself.

- *Team Name* ("teams"): The official name of the team or teams that have edited the post.

The following (optional) fields are also allowed.

- *Author information* ("authors"):
 - *Author name* ("name"): Please use your full legal name to make this consistent. If you submit one article as “Bob Caldwell” and another as “Bobby Caldwell”, there will be no way for the web server to know that these should be assigned to the same person. If this field is omitted, the group name will be used as a stand in for the author name.
 - *Author nickname* ("nickname"): One per author. This will be the name that is actually displayed on the site next to your (optional) picture. It can be different for each article you write if you wish.
 - *Author headshot* ("headshot_src"): This will be a link to the picture that will display next to your name. You can provide an image with your article and link to that file name inside the “./images” folder, or use “/images/hedgehog.png” for a picture of a cute hedgehog instead.

You can always check what the name of the file you already provided is if you’ve forgotten by right clicking on your image in a previous article and selecting “Copy Link Location”. If you do this, please use the fully qualified URL—i.e. starting with “http://”. You can choose to use a different picture of yourself for each post you write if you so wish.

- *Illustrator information* ("illustrators"): Same as the “author” fields, but for the illustrator.
- *2-by-1 Post Image* ("two_by_one_image_src"): A link to a cropped version of the post image that will be used when the post is displayed on the left sidebar. This image must have an aspect ratio 2:1 of width:height or it will be ignored by the server. If it is not less than 200px in height, it will be downsampled. If this is not included, it will automatically be generated from the “Main Post Image”. A stock example can be found at <http://thedishonscience.stanford.edu/images/placeholder-2to1.jpg>.
- *Post Thumbnail* ("one_by_one_image_src"): A link to a cropped version of the post image that can be used as a thumbnail for the post. This image must have an aspect ratio of 1:1 or it will be ignored. If it is larger than 50px in height, it will be downsampled. A stock example can be found at <http://thedishonscience.stanford.edu/images/placeholder-1to1.jpg>.

4.2 HOW TO MAKE `post.md`

4.2.1 BASIC MARKDOWN

Each group is free to (and should) use whatever format (e.g. Word, plain text, LaTeX+git) makes it easiest for your groups to get the articles written and reviewed. When it comes time for you to submit, however, the process of making the article look like you want it to on the webpage will require that you use a web-friendly format. In order to minimize the amount of work this will take both for the authors and the editor, we will use “Markdown” syntax to specify the article’s formatting. Don’t be afraid, this does not involve programming, learning a new language, or knowing how to cartwheel. The syntax should feel familiar to anyone that has posted in a forum, on reddit, on Github, or on other website that allows formatting comments/posts.

The best way to explain how it works is to simply point you to a cheat sheet that shows you how to do everything you could possibly want, from italics and bolding to tables, links and images:

<https://github.com/adam-p/markdown-here/wiki/Markdown-Cheatsheet>

Here’s a site that lets you type in Markdown and shows you what it would look like on the web, with some built in examples.

<https://stackedit.io/editor>

In practice, the only thing to keep in mind is that you’ll need to put two newlines (i.e. hit enter twice) every time you want to start a new paragraph, and everything else can be looked up easily on the cheatsheet.

Various people have found that a relatively efficient way to get the article formatted is to just copy/paste from word into StackEdit and fix the few problems that appear. More advanced users might want to try using an automatic conversion tool like Pandoc or the “Writage” plugin.

4.2.2 IMAGES

In order to get an image in your article, simply include it in the “images” subfolder of your post as demonstrated by Figure 4.1. Then, the usual syntax for including a picture in a Markdown document should work using the relative file path (i.e. starting with “./images/”).

For example, to create a link to “image1.png” in the example in Figure 4.1, one would, inside of post.md, use the syntax

```
![alt text](./images/image1.png "hover text")
```

The text `alt text` will then appear as a stand-in if the image fails to load or loads too slowly, and the text `hover text` will appear if the reader hovers their mouse over the image.

When composing the article, it might be helpful to use an external tool like StackEdit to view your article as you type. If you want to also see your images to get a rough idea of how they will appear in the article, you have to provide a valid link to the file such that the program that you’re using can find the image. For example, when using StackEdit, the easiest solution is to upload the images to an online file sharing program like Dropbox and use the dropbox link instead of `./images/image1.png` in the example above while you’re writing the article. Just make sure that the version of the Markdown file that you submit to the editor has the links formatted as in the example above.

Finally, remember that on the web, portable formats are king. Vectorized graphics are especially nice to have. In rough order of decreasing preference, please use one SVG, PNG, or JPG/JPEG formatted files. If you have a graphic in another format, for example from illustrator/inkscape, photoshop/gimp, or powerpoint (shame on you!) then please convert it to one of the three above formats unless you understand the implications.